

## **WORKFORCE DEVELOPMENT COUNCIL**

### **Minutes of September 16, 2004**

#### **Welcome and Introductions**

Chair Karen McGee opened the meeting at 9:30 a.m. and welcomed the members and guests. She welcomed representatives of the local boards and introduced Megan Ronk as Governor Kempthorne's lead staff to the Council.

#### **Consent Agenda**

Chair McGee reviewed the consent agenda. This included recommendations from staff to develop system measures after the Council reviews its goals and objectives (Transmittal #1), an update on the Workforce Development Training Fund (Transmittal #4), and an update on the State Senior Employment Services Coordination Plan (Transmittal #5). Also included in the consent agenda were two action items. These were a change to the Performance Incentive Distribution Policy (Transmittal #2) and Recertification of local *IdahoWorks* Boards (Transmittal #3). The Council adopted the following recommendations, pending ratification at the next Council meeting.

**Only those regions achieving a minimum of 80% of the negotiated benchmark on at least 15 of the 17 measures would be eligible for incentive funds. The incentive pool will be divided into 17 equal portions for each measure. Eligible regions that meet or exceed the measure will divide the pool attached to that measure equally.**

**The Council recommended the recertification of all local *IdahoWorks* Boards as meeting criteria.**

**Steve Ahren moved; Lois Bauer seconded and it was carried unanimously to accept the minutes of February 13, 2004 and the recommendations in Transmittals #2 and #3, pending ratification at our next Council meeting.**

#### **Report from the Chair**

Chair McGee provided a legislative update noting that workforce development legislation was expected to be delayed until the next Congress. On the budget front, continuing resolutions were expected. The Council will have opportunities to provide input on legislation in the next session of Congress. In response to questions, it was stated that the elections will determine to a large extent the shape of future legislation since there are such different views on the best approach. The Chair also noted that Idaho was host to the National Association of State Liaisons for Workforce Development, who were tremendously impressed by the beauty and hospitality they were shown in Coeur d'Alene and Sandpoint.

## **Transmittal #6 – The 21<sup>st</sup> Century Workforce Policy Academy**

Cheryl Brush, Commerce and Labor, delivered an update on Idaho's two-year involvement in a Policy Academy hosted by the National Governor's Association. Chair McGee and the Governor asked that we apply. The Academy offered the Idaho team the opportunity to work with experts in the field. The Academy project is concluding this month with the submission of our final report. Cheryl acknowledged Idaho's members who devoted their time and energy – Dr. Howard, Roger Madsen, Karl Kurtz, from the private sector Karen Vauk from Micron; Jack Riggs, Coeur d'Alene; Lyman Frost, INEEL; and Pat White. Team leaders included Dwight Johnson, Janell Hyer, Dr. Rush, Gary Stivers, Jay Engstrom and David Lehman; many others participated on Idaho's seven Academy Teams. The Academy's final report provides goals and strategies as well as accomplishments during the last two years. Before the report is submitted, Cheryl asked the Council to review the goals and comment to ensure the Council supports them. She added that a survey from BSU is ready to publish and Cheryl hopes to share it with the Council in January.

**Dr. Beck commended the group's work, but noted wording in Goal #2 identified establishment of a community college in the Treasure Valley, when other sites might also be considered. Chair McGee noted they would strike the specific site from the document. Lois Bauer pointed out the number of workers 55+ will double by 2010, and suggested the document include a goal ensuring older workers can continue to work and continue to obtain training. She recommended adding a 5<sup>th</sup> objective to Goal #1, keeping mature workers in the field who need to work; business needs experienced workers.**

**Chair McGee asked that the Council continue to go back to this document, to make it a living document to guide future actions.**

## **Transmittal #7 – Community College System**

Chair McGee reminded the Council of a presentation by Dr. Kustra, BSU President, at the last Council meeting regarding increased access to higher education. Transmittal #7 asks for the Council's support of a proposal for development of a community college in the Treasure Valley. Chair McGee noted the State Board of Education has looked at the low rate of high school students who complete higher education. Community colleges provide an opportunity to increase numbers. This issue is high on the radar chart and the Council needs to comment to the Governor.

Dr. Beck stated there is no fault in an attempt to increase community colleges, but questioned what will happen to the resources currently available? Will they change or will additional schools require additional taxes? This recommendation requires funding sources. Tuition and fees are established by the State Board. Currently institutions that house community colleges put resources into making them grow.

Council members discussed funding issues and the history of attempts to build a community college system in Idaho. Gary Stivers pointed out that all agree with the need for community college services in southwest Idaho, there are issues regarding funding that need to be addressed, but this transmittal does not talk to the funding issue, it simply recognizes the need.

**With removal of reference to Boise State University, the Council agreed to adopt the following resolution for delivery to Governor Kempthorne and the State Board of Education:**

**The Workforce Development Council, recognizing a community college system as a vital link in preparing a skilled workforce and ensuring the state's economic vitality, supports expansion of community college services in southwest Idaho.**

With that recommendation, Chair McGee commented that it was the consensus of this group. Steve Ahrens concluded that the Council go on record to the extent we can in support of the recommendation.

#### **Transmittal #8 – High Growth Business Pilots**

Cheryl Brush presented a recommendation for use of State 15% funds to support High Growth Business pilots. The majority of State 15% funds are used for required activities, with the remaining being eligible for discretionary activities. In recent years, the Council has approved use of discretionary funding for assistance to older workers, labor market information, marketing, and additional support for Dislocated Worker training necessary during the economic downturn.

The recommendation earmarks \$50,000 for each local area to support customized and/or incumbent worker training projects. Interested areas must submit a written proposal to state staff by December 1<sup>st</sup>, which reflects a partnership of local workforce, education and business; addresses a training need in one of twelve industry sectors identified as “high growth” by USDOL; and leads to increased wages or employment following completion of the training. Funds not used in this way will be retained by the State of Idaho to support unforeseen Dislocated Worker needs.

#### **Offenders Reentry Project**

Tom Hadlow from the Idaho Department of Correction made a presentation on the Offenders Reentry Project. He reviewed a handout of IDOC's Quick Facts, which cited various statistics for populations incarcerated throughout Idaho's correctional institutions as of June 2004, by gender, race, age and crime.

The National Governor's Association project targeted four areas—improving society, establishing linkages, creating partnerships and maintaining program sustainability—in their Reentry Initiative. Non-violent inmates have successfully transitioned into the

community more quickly through the program administered by the IDOC, and the cost savings has been directed toward oversight of individuals deemed more violent based upon the crimes committed. The IDOC reported a reduction in recidivism as well.

### **Incentive Funds – Regional Business Pilots**

As a part of the WIA incentive award for exceeding performance, the Workforce Development Council made funds available to the local workforce investment areas to be used for improving services to business. Representatives from each of the regions presented information regarding each of their respective projects.

Region I developed a targeted marketing and outreach campaign to connect business to the One Stop system.

Region I joined Region II in supporting the Business Mentor-protégé Initiative. The regions found the initiative to be very successful. Training has been provided to One Stop Centers to allow statewide deployment of the business relations group concept.

Region II created a customer service training program for rural areas of the region, as well as a business library to be used by various businesses in the community. The customer service project focused on training various hospitality industry staff in the region in a one-day, six-hour training session, in anticipation of state visitors celebrating the bicentennial of the Lewis and Clark expedition. The grant also helped to develop an inter-library loan program specifically for business users in the region.

Region III convened health care industry representatives to facilitate a dialogue on employer labor force needs. After surveying all area hospitals, non-degreed positions emerged as those requiring additional training. Competencies were identified, becoming the basis for a curriculum to be used in training. The effort also produced a model for establishing the business-industry consortia. With success in the health care industry, the region has implemented a similar process with the construction industry.

Region IV had multiple targets. The region marketed and tested response to the College of Southern Idaho's Work Keys assessment and computerized training program to develop skills of incumbent workers. They tested a project to demonstrate the value of older workers to the employer community. Region IV conducted an extensive employer survey across eight industry sectors that will serve as a model to be implemented statewide.

Region V developed distance-learning courses for an Associate of Science Degree as a Registered Nurse (ADN) at Idaho State University to address their vital rural health care needs. ISU matched the funds offered through the grant allowing development of courses for an ADN to be offered in the spring of 2005.

Region VI conducted an audit of workforce skill shortages and business needs in the region. Using the CIS skill set as a foundation, it showed that soft-skills, especially the

ability to communicate with others, were those skills that employers most wanted. As a result of the audit, the region is developing a Certified Nurse Assistant (CNA) program for English as a Second Language (ESL) students to aid in meeting rural health care needs.

#### **Transmittal #9 – Unemployment Insurance Legislative Package**

Dwight Johnson, Commerce and Labor, provided an overview of the current status of the Unemployment Insurance (UI) system, the work done the last two years by the UI Study Committee (external to the Department of Commerce & Labor) regarding UI policies and the reasons for adjusting the current system. Dwight reviewed the proposed legislation to amend the UI tax and payment systems and invited all those interested to attend the next Committee meeting on September 20<sup>th</sup>.

#### **Transmittal #10 – Support for High Growth Occupational Training**

Leandra Burns, Commerce and Labor, noted that the South Central Idaho Works! Board (SCIWB) requested that the Council modify guidelines for the Workforce Development Training Fund (WDTF) to allow access to these funds to expand a postsecondary institution's ability to provide training in high growth occupations. Leandra reviewed options now available for funds at the state and national level for high growth occupations. Since other options are available, and since broadening the use of the WDTF beyond assisting new and expanding companies in Idaho would require legislative action, staff recommended that the WDTF remain unchanged and that state and local staff develop access to other funds to meet these needs.

#### **Transmittal #11 – Labor Market Information**

Dwight Johnson informed the Council of the Labor Market Information (LMI) products that can assist local boards, job seekers, employers and other stakeholders via the Internet. He noted that the goal continues to be accurate and timely data to make informed business decisions, career decisions and public policy decisions. In future years, the Council will be more formally involved in a review and approval process on the Department's annual strategy for meeting our customers' LMI needs.

#### **Policy Academy—PTE Career Clusters**

Dr. Mike Rush presented an overview of the Division of Professional-Technical Education (PTE), noting the agency's progress, resources, budget, role, and vision for the state.

Dr. Rush spoke of Idaho's Career Cluster Initiative. One of the state's National Governor's Association Policy Academy strategies for enhancing the workforce development system is defining a set of career clusters and other tools for use in career exploration, workforce development, education, and economic development in the state.

Career clusters are groupings of occupations and broad industries based on commonalities which can be used by education to:

- Provide instructional framework to connect high school and college;
- Connect the classroom and workplace;
- Enhance curricula; and
- Explore careers.

Through business, career clusters can be used to:

- Promote economic development;
- Identify knowledge and skills needed in the workplace; and
- Communicate training needs to education providers.

Currently, 16 clusters have been identified with pathways defined under each cluster. Pathways are groupings of career specialties that share knowledge and skills, with specialties ranging from career opportunities at the entry level through management, including technical and professional occupations.

Dr. Rush stated that although work has begun on this project, there is still much more to be done, starting with the Workforce Development Council's approval of this effort. Coordination with education and identification of other key players is also needed to design a delivery system, define the clusters, and outline the knowledge and skills for each pathway created under each cluster. Once this structure is created, the implementation would need to identify existing services/programs/classes that could undertake the effort.

### **Construction Academies**

Elaine Martin, Chairperson, and Kathy Hagler, Executive Director, presented information about Construction Education Foundation of Idaho, Inc. (CEFI), stressing their interest in representing all phases of the construction industry. Their mission is to attract and maintain quality workers throughout the entire construction industry. CEFI currently serves more than 600 youth and adults annually through a variety of programs that have been successful largely due to the ongoing cultivation of strategic relationships with the most influential representatives in the industry.

CEFI plans to develop 18 construction academies in several school districts throughout the state. These are consecutive year programs within schools that create a network of support for construction skill/knowledge learning from elementary education through college or technical schools. As schools within schools, they provide a college preparatory curriculum with a career-related theme. This pathway helps to transition students from high school to postsecondary education and allows students an increased opportunity to apply for industry-related scholarships and internships.

CEFI plans to implement the academies in various phases. The first phase includes planning, startup, and implementation of the construction academies in the up to 18 school districts by 2007, with another 18 academies planned during its second phase by 2009.

### **Marketing Update**

Dwight Johnson thanked all those who recently attended open houses across the state for the newly merged Idaho Department of Commerce and Labor's local offices. The agency has retired the "Job Service" logo and all are now "Commerce and Labor" offices. The merger, linking workforce and economic development, is exciting for marketing staff. "Idaho", as stylized by the Governor, is now a part of *IdahoWorks* to use as a co-brand on partner materials. A style guide will be released soon. A flyer with joint services has been developed and a new business portal has been established. All state organizations' services for business are accessible at the site with links to federal and local partners. Commerce and Labor has new services – a business registration process online for UI tax and business access to online job listings for recruitment services.

Chair McGee thanked Dwight for the update, noting Idaho is a real leader with the merger linking economic and workforce development.

### **Set Date for Next Meeting**

Chair McGee announced that the Council had an opportunity to meet on January 27, 2005 with the Economic Advisory Council, Idaho Travel Council, Idaho Rural Partnership and representatives from the Governor's Science & Technology Council, if the Council would like to participate. The business meeting of the WDC could follow on January 28.

The meeting was adjourned at 3:50 p.m.

Attendance:

Workforce Development Council  
September 16, 2004

Council Members:

Steve Ahrens  
Lois Bauer  
Jerry Beck  
Millie Flandro (absent)  
Cindy Hedge  
Pat White for Marilyn Howard  
Joseph Brunson for Karl Kurtz  
John McAllister for Roger Madsen  
Karen McGee  
Andy Sinsel (absent)  
Jim Soyk  
Gary Stivers  
Dene Thomas  
Dave Whaley

Guests:

Toni Acarregui-Gable  
Melinda Adams  
Bob Barber  
Larry Barnhardt  
Rico Barrera  
Bill Brewer  
Stan Brings  
Cheryl Brush  
Leandra Burns  
Terry Butikofer  
Pat Campbell  
Susan Choate  
Gail Cushman  
Jay Engstrom  
Michael Graham  
Sam Greer  
Donna Grummer  
Tom Hadlow

Cathy Hampton  
Sally Harris  
Jenny Hemly  
Joe Herring  
Jeanie Irvine  
Rick Jackson  
Dwight Johnson  
Shelia Jones  
Wanda Keefer  
Cheryl Korn  
Kathleen Lewis  
Candy McElfresh  
Chuck Mollerup  
Bibiana Nertney  
Bob Perky  
Dania Rivers  
Lisa Roberts  
Megan Ronk  
Landis Rossi  
Tim Rubio  
Trish Stack  
Ann Stephens  
Alice Taylor  
Randy Tilley  
Kay Vaughan  
Robin Warner  
Rich Watson  
Betty Wilson

Presenters:

Elaine Martin  
Mike Rush

WIB Chairs by Area:

I      Jim Deffenbaugh for Archie  
         McGregor  
II      Tedi Roach, Vice Chair  
III     Kathy Hagler for Rick Jackson  
IV     Roy Prescott  
V      Ivan Leonhardt  
VI     Wally DeBoard